



## **A Successful Season: A Training Opportunity for Farmers Market Managers & Vendors**

Date: Thursday April 15, 2010

Time: 9:45 am – 2:45 pm

Where: Pasquotank County Cooperative Extension Building

Cost: \$10, covers food and materials

Registration Deadline: April 8, 2010

### **Who should attend**

- ☐ Vendors and managers of existing community and municipal farmers markets
- ☐ Growers interested in participating in one or more area farmers markets
- ☐ Community leaders considering starting a farmers market

### **What you will learn**

- ☐ Tips on how to merchandise your stall to sell more product
- ☐ Tips on providing excellent customer service
- ☐ Ideas on driving more traffic to your farmers market
- ☐ Ways to maintain good relationships among vendors and managers
- ☐ Updates on regulations that affect vendors and managers

## **Agenda**

9:45 - 10:00 - Registration & Networking

10:00 - 10:45 - "Is Everybody Happy?" - How to maintain good vendor relationships

10:45 - 11:00 - Break & Networking (Bring your business cards so that you can network with managers and vendors from other markets)

11:00 – 12:00 - "Taking care of business" - updates on GAP as good business, sales tax collections for value-added products, liability insurance and regulations on home-made products

12:00 - 1:00 - Lunch & Networking

1:00 - 1:45 - "Selling with Style" - Customer service, product presentation and point-of-sale merchandising

1:45 - 2:00 - Break & Networking

2:00 - 2:45 - "Setting the Rules" - Creating and maintaining market by-laws

For more information, contact:

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